



## **2019 Scholarship Competition**

**Event Date: Friday, April 12, 2019**

**Submission Deadline: Friday, March 29, 2019 @ 5:00 pm**

### **~ Merchandising and Business Planning Competition Requirements ~**

#### **OVERALL COMPETITION OBJECTIVES:**

To give college and university students the opportunity to demonstrate their talents in fashion merchandising and business planning. Students provide a written description of their inspiration and intent and are judged on their abilities to manifest that intent in tangible form.

#### **CRITICAL NOTE:**

**Before beginning to work on this project, it is vital that you read all materials first.** If you cannot download the proper forms, have your faculty advisor contact the Fashion Group International of Dallas immediately ([fgidallas.office@gmail.com](mailto:fgidallas.office@gmail.com) or 214-634-0204)

#### **SUMMARY OF COMPETITION:**

- **The entry fee is \$10.** Students must be registered on the FGI Scholarship Competition website before making a submission.
- Students are limited to **2 total merchandising entries, ONE ENTRY PER CATEGORY.**  
*Example: 1 digital store planning & design and 1 digital fashion merchandising portfolio.*
- Students who enter the merchandising competition and the apparel design competition are limited to **4 TOTAL ENTRIES.**  
*Example: 1 digital store planning, 1 digital merchandising portfolio, 1 menswear and 1 sportswear*
- Entries *may* be displayed at the awards program. The decision will be left to the judges and the co-chairs.
- Entries must be current school year projects and must not have won any previous FGI scholarship award competition.

#### **MERCHANDISING AND BUSINESS PLANNING COMPETITION CATEGORIES:**

##### **Digital Store Planning and Design**

**Award:** \$2,500 cash scholarship for 1st place; \$1,000 cash scholarship for 2nd place; \$500 cash scholarship for 3rd place

##### **Submissions must include the following components:**

1. Cover page containing the student's name, degree-seeking title, academic year, and a self-created logo (do NOT include school name)
2. Narrative of the store's concept; goals and objectives; target market; and key factors to success.
3. Digital rendering of the storefront with visible name/marquee
4. Technical floor plan with legend
5. Collage of lighting, wall coverings/color, and flooring materials appropriate for target market
6. Collage of mannequins / mannequin alternatives and fixtures appropriate for target market
7. Collage of merchandise being sold in retail space appropriate for target market



**Submissions must be in a digital format with the following requirements:**

- The graphical software used to create each component of the submission must be compressed and saved as a .pdf file.
- Content should be formatted for widescreen 16:9 (landscape only). If using a cell phone to produce content, shoot photos in landscape (horizontal) layout. **\*\*\*NEW\*\*\***
- Continuous page layout (multiple files will not be accepted)
- **Entries are limited to 9 pages**

**Judging:** A panel of local industry experts will judge the entries and assign scores based upon the following criteria:

- Maximum 50 pts - The store's viability as it relates to meeting the entrant's stated concept; goals and objectives; target market and key factors to success.
- Maximum 20 pts - Creativity and originality of overall concept and layout
- Maximum 10 pts - Visual appeal of the submission
- Maximum 10 pts - Technical prowess
- Maximum 10 pts - Compliance with submission requirement and general competition guidelines

**Digital Fashion Merchandising Portfolio**

**Award:** \$2,500 cash scholarship for 1st place; \$1,000 cash scholarship for 2nd place; and \$500 cash scholarship for 3rd place.

**Submissions must include the following components:**

1. Cover page containing the student's name, degree-seeking title, academic year, and a self-created logo (do NOT include school name)
2. Narrative that details the student's career aspirations and clearly explains how the portfolio's content support his/her aspirations, *i.e. a compilation of a students' work in a merchandising curriculum*
3. The portfolio itself - (up to six examples)
4. Closing page (optional)

**Example:** *Page 1 cover page, page 2 narrative, pages 3-8 examples, page 9 closing (optional)*

**Submissions must be in a digital format with the following requirements:**

- The graphical software used to create each component of the submission must be compressed and saved as a .pdf file.
- Content should be formatted for widescreen 16:9 (landscape only). If using a cell phone to produce content, shoot photos in landscape (horizontal) layout. **\*\*\*NEW\*\*\***
- Continuous page layout (multiple files will not be accepted)
- **Entries are limited to 9 pages**

**Judging:** A panel of local industry experts will judge the entries and assign scores based upon the following criteria:

- Maximum 50 pts - Quality of portfolio contents and ability to support student's career aspirations
- Maximum 20 pts - Creativity of portfolio
- Maximum 10 pts - Cohesiveness of portfolio



- Maximum 10 pts - Technical prowess
- Maximum 10 pts - Compliance with submission requirement and general competition guidelines

## **REQUIREMENTS:**

### **General:**

- Entrants must attend the awards show and be present to win.
- Entrants must be sponsored by a college and be enrolled in a two-year or four-year institution in a fashion program. Graduate students and Teaching Assistants/Instructors are not eligible to participate.
- Any student who has been employed in a professional capacity is not permitted to compete for prizes. "Professional" does not include internships.
- Any student who wins an award, is graduating, and has no outstanding school debt, must provide proof of paid tuition and no outstanding debt with the university or student loan through a financial institution.

### **Entries:**

- Must be pre-approved by school instructors.
- Must have met deadlines set forth by each school and these FGI guidelines.
- Must be current school year projects. Prior-year entries may not be re-entered.
- Any "unregistered" submissions (meaning you have not completed the registration process and paid the registration fee) will not be qualified to enter the scholarship competition.
- Registration fees and entry fees are NOT refundable.

**DISQUALIFICATION:** If entry forms are not filled out properly and completely, entry will be automatically disqualified during check-in and pre-judging process.

### **Submission Instructions:**

- Submission deadline is **March 29, 2019**. Late entries will not be accepted.
- All PDFs must be emailed to [jennifer@safetypincreative.com](mailto:jennifer@safetypincreative.com), a FGI of Dallas' Board of Directors chair-member and Scholarship Committee Digital Coordinator. The entries will then be downloaded and collected for judging. If your work cannot be downloaded, it will be disqualified. If your file is too large to be successfully emailed or you were not able to transfer the file in other electronic means, it will be disqualified.
- There are many options for shrinking and optimizing PDFs for email. For instance this WikiHow link: <https://www.wikihow.com/Reduce-PDF-File-Size>.
- Files can also be sent to [jennifer@safetypincreative.com](mailto:jennifer@safetypincreative.com) via <https://wettransfer.com>, [www.dropbox.com](http://www.dropbox.com), your own google drive or many other file transfer systems which offer free transfers.
- You will receive an email acknowledgement from [jennifer@safetypincreative.com](mailto:jennifer@safetypincreative.com) of your entry(ies) within 24 hours. If you do not receive an acknowledgement 36 hours after your submission, please resend your entry and confirm through your sent emails that the file did in fact go through.

## **DEADLINE:**

**All entries must be received by FGI Dallas on or before March 29, 2019 by 5 p.m. Entries may be submitted beginning March 4, 2019.**

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